

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 106602  
**Alt Order #:** 06852462  
**Product Desc:** JOE HECK 4 CONGRESS  
**Estimate:** 2690  
**Flight Dates:** 09/17/12 - 09/30/12  
**Original Date / Rev:** 09/14/12 / 10/02/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** Strategic Media Placement, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Heck, Joe for Congress  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/27/12   | 09/30/12 | 57      | \$34,275.00  | \$29,133.75 |

**Totals**

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 57        | \$34,275.00        | \$29,133.75        | 0.00        |
| <b>Totals</b>  | <b>57</b> | <b>\$34,275.00</b> | <b>\$29,133.75</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|        | Share | Total        |
|--------|-------|--------------|
| KSNV   | 30%   | \$34,275.00  |
| Market | 100%  | \$114,250.00 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| KBLR  | 0%    | \$0.00      |
| KFBT  | 0%    | \$0.00      |
| KINC  | 0%    | \$0.00      |
| KLAS  | 30%   | \$34,275.00 |
| KLVB  | 0%    | \$0.00      |
| KSNV- | 0%    | \$0.00      |
| KTNV  | 30%   | \$34,275.00 |
| KTUD  | 0%    | \$0.00      |
| KVVU  | 10%   | \$11,425.00 |
| KVWB  | 0%    | \$0.00      |
| LV1   | 0%    | \$0.00      |
| UNKWN | 0%    | \$0.00      |

| Ln                        | Ch   | Start             | End             | Inventory Code         | Break | Start/End Time | Days              | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|---------------------------|------|-------------------|-----------------|------------------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1                       | KSNV | 09/17/12          | 09/27/12        | M-F 6-7a WakeUp w/WagM | 6-7a  |                | MTWT---           | :30 | 4     | \$450.00    | 2   | 0.00          | NM   | 8     | \$3,600.00 |
| M-F 6-7a WakeUp w/Wagners |      |                   |                 |                        |       |                |                   |     |       |             |     |               |      |       |            |
| NEWS                      |      |                   |                 |                        |       |                |                   |     |       |             |     |               |      |       |            |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                     |      | 09/17/12          | 09/23/12        | MTWT---                |       |                | 4                 |     |       | \$450.00    |     | 0.00          |      |       |            |

Order / Rev: 106602  
 Alt Order #: 06852462  
 Flight Dates: 09/17/12 - 09/30/12

Advertiser: Heck, Joe for Congress  
 Product Desc: JOE HECK 4 CONGRESS  
 Estimate: 2690  
**KSNV**

| Ln           | Ch                                       | Start             | End               | Inventory Code                                      | Break | Start/End Time        | Days            | Len           | Spots | Rate                  | Pri | Rtg           | Type        | Spots | Amount     |
|--------------|--|-------------------|-------------------|---|-------|-----------------------|-----------------|---------------|-------|-----------------------|-----|---------------|-------------|-------|------------|
| E 1          | KSNV                                     | 09/17/12          | 09/27/12          | M-F 6-7a WakeUp w/Wag<br>M-F 6-7a WakeUp w/Wagners  | CM    | 6-7a                  | MTWT---         | :30           | 4     | \$450.00              | 2   | 0.00          | NM          | 8     | \$3,600.00 |
| NEWS         |  |                   |                   |   |       |                       |                 |               |       |                       |     |               |             |       |            |
|              |  | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |            |
|              | Week:                                    | 09/17/12          | 09/23/12          | MTWT---   |       | 4                     |                 |               |       | \$450.00              |     | 0.00          |             |       |            |
|              | Week:                                    | 09/24/12          | 09/30/12          | MTWT---   |       | 4                     |                 |               |       | \$450.00              |     | 0.00          |             |       |            |
| E 2          | KSNV                                     | 09/17/12          | 09/28/12          | Today Show<br>Today Show                            | CM    | 658a-9am              | MTWTF--         | :30           | 5     | \$550.00              | 2   | 0.00          | NM          | 10    | \$5,500.00 |
| TODAY SHOW   |  |                   |                   |   |       |                       |                 |               |       |                       |     |               |             |       |            |
|              |  | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |            |
|              | Week:                                    | 09/17/12          | 09/23/12          | MTWTF--   |       | 5                     |                 |               |       | \$550.00              |     | 0.00          |             |       |            |
|              | Week:                                    | 09/24/12          | 09/30/12          | MTWTF--   |       | 5                     |                 |               |       | \$550.00              |     | 0.00          |             |       |            |
| E 3          | KSNV                                     | 09/17/12          | 09/28/12          | M-F Early News<br>M-F Early News                    | CM    | 5-630p                | MTWTF--         | :30           | 5     | \$725.00              | 2   | 0.00          | NM          | 10    | \$7,250.00 |
| NEWS         |  |                   |                   |   |       |                       |                 |               |       |                       |     |               |             |       |            |
|              |  | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |            |
|              | Week:                                    | 09/17/12          | 09/23/12          | MTWTF--   |       | 5                     |                 |               |       | \$725.00              |     | 0.00          |             |       |            |
|              | Week:                                    | 09/24/12          | 09/30/12          | MTWTF--   |       | 5                     |                 |               |       | \$725.00              |     | 0.00          |             |       |            |
| E 4          | KSNV                                     | 09/17/12          | 09/28/12          | M-F Wheel<br>M-F Wheel of Fortune                   | CM    | 7-730pm               | M-W-F--         | :30           | 3     | \$725.00              | 2   | 0.00          | NM          | 6     | \$4,350.00 |
| WHEEL        |  |                   |                   |   |       |                       |                 |               |       |                       |     |               |             |       |            |
|              |  | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |            |
|              | Week:                                    | 09/17/12          | 09/23/12          | M-W-F--   |       | 3                     |                 |               |       | \$725.00              |     | 0.00          |             |       |            |
|              | Week:                                    | 09/24/12          | 09/30/12          | M-W-F--   |       | 3                     |                 |               |       | \$725.00              |     | 0.00          |             |       |            |
| E 5          | KSNV                                     | 09/17/12          | 09/28/12          | FacetoFace/Ralston Rep<br>Face to Face w/ J.Ralston | CM    | 730-758pm             | MTWTF--         | :30           | 5     | \$400.00              | 2   | 0.00          | NM          | 10    | \$4,000.00 |
| FACE TO FACE |  |                   |                   |   |       |                       |                 |               |       |                       |     |               |             |       |            |
|              |  | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |            |
|              | Week:                                    | 09/17/12          | 09/23/12          | MTWTF--   |       | 5                     |                 |               |       | \$400.00              |     | 0.00          |             |       |            |
|              | Week:                                    | 09/24/12          | 09/30/12          | MTWTF--   |       | 5                     |                 |               |       | \$400.00              |     | 0.00          |             |       |            |
| E 6          | KSNV                                     | 09/17/12          | 09/27/12          | M-F News 3 at Eleven<br>M-F News 3 at Eleven        | CM    | 11pm-1135pm           | MTWT---         | :30           | 4     | \$750.00              | 2   | 0.00          | NM          | 8     | \$6,000.00 |
| NEWS         |  |                   |                   |   |       |                       |                 |               |       |                       |     |               |             |       |            |
|              |  | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |            |
|              | Week:                                    | 09/17/12          | 09/23/12          | MTWT---   |       | 4                     |                 |               |       | \$750.00              |     | 0.00          |             |       |            |
|              | Week:                                    | 09/24/12          | 09/30/12          | MTWT---   |       | 4                     |                 |               |       | \$750.00              |     | 0.00          |             |       |            |
| E 7          | KSNV                                     | 09/22/12          | 09/30/12          | Sa-Su News 3 at Eleven<br>Sa-Su News 3 at Eleven    | CM    | 11pm-1135pm           | -----SS         | :30           | 2     | \$750.00              | 2   | 0.00          | NM          | 2     | \$1,500.00 |
| NEWS         |  |                   |                   |   |       |                       |                 |               |       |                       |     |               |             |       |            |
|              |  | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |            |
|              | Week:                                    | 09/17/12          | 09/23/12          | -----SS   |       | 2                     |                 |               |       | \$750.00              |     | 0.00          |             |       |            |
|              | <u>Spot</u>                              | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>                                  |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>           |     | <u>Rtg</u>    | <u>Type</u> |       |            |
|              | 1  | KSNV              | 09/17/12-09/23/12 | Sa-Su News 3 at Eleven                              |       | 11pm-1135pm           | -----SaSu       | :30           |       | <del>(\$750.00)</del> |     | 0.00          | NM          |       |            |
|              | Unresolved                               |                   |                   |   |       |                       |                 |               |       |                       |     |               |             |       |            |
|              | [.NOT AVAILABLE RATE] NOT AVAILABLE RATE |                   |                   |   |       |                       |                 |               |       |                       |     |               |             |       |            |
|              | Week:                                    | 09/24/12          | 09/30/12          | -----SS   |       | 2                     |                 |               |       | \$750.00              |     | 0.00          |             |       |            |
|              | <u>Spot</u>                              | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>                                  |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>           |     | <u>Rtg</u>    | <u>Type</u> |       |            |
|              | 4  | KSNV              | 09/24/12-09/30/12 | Sa-Su News 3 at Eleven                              |       | 11pm-1135pm           | -----SaSu       | :30           |       | <del>(\$750.00)</del> |     | 0.00          | NM          |       |            |
|              | Unresolved                               |                   |                   |   |       |                       |                 |               |       |                       |     |               |             |       |            |
|              | [.NOT AVAILABLE RATE] NOT AVAILABLE RATE |                   |                   |   |       |                       |                 |               |       |                       |     |               |             |       |            |
| E 8          | KSNV                                     | 09/22/12          | 09/29/12          | Saturday Today<br>Saturday Today                    | CM    | 7a-9am                | -----S-         | :30           | 1     | \$225.00              | 3   | 0.00          | NM          | 1     | \$225.00   |
| SAT TODAY    |  |                   |                   |   |       |                       |                 |               |       |                       |     |               |             |       |            |
|              |  | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |            |
|              | Week:                                    | 09/17/12          | 09/23/12          | -----S-   |       | 1                     |                 |               |       | \$225.00              |     | 0.00          |             |       |            |
|              | Week:                                    | 09/24/12          | 09/30/12          | -----S-   |       | 1                     |                 |               |       | \$225.00              |     | 0.00          |             |       |            |
|              | <u>Spot</u>                              | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>                                  |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>           |     | <u>Rtg</u>    | <u>Type</u> |       |            |
|              | 2  | KSNV              | 09/24/12-09/30/12 | Saturday Today                                      |       | 7a-9am                | -----Sa--       | :30           |       | <del>(\$225.00)</del> |     | 0.00          | NM          |       |            |
|              | Unresolved                               |                   |                   |   |       |                       |                 |               |       |                       |     |               |             |       |            |
|              | [PGM CHG = 5A-6A]                        |                   |                   |   |       |                       |                 |               |       |                       |     |               |             |       |            |
| E 9          | KSNV                                     | 09/23/12          | 09/30/12          | Sunday Today<br>Sunday Today                        | CM    | 7a-8am                | -----S          | :30           | 1     | \$200.00              | 3   | 0.00          | NM          | 0     | \$0.00     |

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 Alt Order #: 06852462  
 Flight Dates: 09/17/12 - 09/30/12

Advertiser: Heck, Joe for Congress  
 Product Desc: JOE HECK 4 CONGRESS  
 Estimate: 2690

KSNV

| Ln                                       | Ch        | Start             | End             | Inventory Code       | Break | Start/End Time        | Days            | Len           | Spots       | Rate                  | Pri           | Rtg        | Type        | Spots | Amount      |
|--|-----------|-------------------|-----------------|----------------------|-------|-----------------------|-----------------|---------------|-------------|-----------------------|---------------|------------|-------------|-------|-------------|
| SUN TODAY                                |           |                   |                 |                      |       |                       |                 |               |             |                       |               |            |             |       |             |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       | <u>Spots/Week</u>     |                 |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |             |
| Week:                                    |           | 09/17/12          | 09/23/12        | -----S               |       | 1                     |                 |               | \$200.00    |                       | 0.00          |            |             |       |             |
| <u>Spot</u>                              | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>   |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |             | <u>Rate</u>           |               | <u>Rtg</u> | <u>Type</u> |       |             |
| 1  | KSNV      | 09/17/12-09/23/12 |                 | Sunday Today         |       | 7a-8am                | -----Su         | :30           |             | <del>(\$200.00)</del> |               | 0.00       | NM          |       |             |
| Unresolved                               |           |                   |                 |                      |       |                       |                 |               |             |                       |               |            |             |       |             |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                 |                      |       |                       |                 |               |             |                       |               |            |             |       |             |
| Week:                                    |           | 09/24/12          | 09/30/12        | -----S               |       | 1                     |                 |               | \$200.00    |                       | 0.00          |            |             |       |             |
| <u>Spot</u>                              | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>   |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |             | <u>Rate</u>           |               | <u>Rtg</u> | <u>Type</u> |       |             |
| 2  | KSNV      | 09/24/12-09/30/12 |                 | Sunday Today         |       | 7a-8am                | -----Su         | :30           |             | <del>(\$200.00)</del> |               | 0.00       | NM          |       |             |
| Unresolved                               |           |                   |                 |                      |       |                       |                 |               |             |                       |               |            |             |       |             |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                 |                      |       |                       |                 |               |             |                       |               |            |             |       |             |
| E 11                                     | KSNV      | 09/28/12          | 09/28/12        | Fri 10-11p           | CM    | 10-11pm               | ----F--         | :30           | 1           | \$1,400.00            | 3             | 0.00       | NM          | 1     | \$1,400.00  |
|  |           |                   |                 | Friday Prime 10-11pm |       |                       |                 |               |             |                       |               |            |             |       |             |
| DATELINE                                 |           |                   |                 |                      |       |                       |                 |               |             |                       |               |            |             |       |             |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       | <u>Spots/Week</u>     |                 |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |             |
| Week:                                    |           | 09/24/12          | 09/30/12        | ----F--              |       | 1                     |                 |               | \$1,400.00  |                       | 0.00          |            |             |       |             |
| N 12                                     | KSNV      | 09/19/12          | 09/21/12        | Dr. Phil             | CM    | 3-4p                  | --WTF--         | :30           | 1           | \$450.00              | 1             | 0.00       | NM          | 1     | \$450.00    |
|  |           |                   |                 | Dr Phil              |       |                       |                 |               |             |                       |               |            |             |       |             |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       | <u>Spots/Week</u>     |                 |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |             |
| Week:                                    |           | 09/17/12          | 09/23/12        | --WTF--              |       | 1                     |                 |               | \$450.00    |                       | 0.00          |            |             |       |             |
|  |           |                   |                 |                      |       |                       |                 |               |             |                       |               |            | Totals      | 57    | \$34,275.00 |